

Gender Categorization and Stereotyping

SPSP 2014: Coming Attractions

Perceptions of women as a social minority in a category accentuation paradigm.

Authors: Liz Scharnetzki, Jordan Seliger, Daniel Lehr & Avi Ben-Zeev

We adapted Sherman et al.'s (2009) category accentuation paradigm to examine gender categorization, specifically whether women are perceived as a social minority. Despite learning male- and female-analogous groups at identical base rates, novel exemplars with traits predictive of membership in both groups were assigned less often to the female-analogous group.

“Thy name is Woman?” On a categorization bias to individuate men and to homogenize women.

Authors: Curtis Shelton, Kate Perry, & Avi Ben-Zeev

Are women perceived as less individuated? Participants were slower to name a set of famous female faces (*subordinate* level; e.g., Jennifer Garner) than to categorize them as human (*basic* level). The male faces, however, elicited a subordinate level shift; showcasing a categorization bias to individuate men and to homogenize women.

“Feminism is the radical notion that women are people”: A social cognitive neuroscience framework for investigating gender categorization and individuation.

Authors: William L. D. Krenzer, Eric D. Splan, Mark W. Geisler, & Avi Ben-Zeev

We ask whether women tend to be less individuated/a more entitative group than men. Participants were presented with famous female and male faces. There was an increased P300 amplitude to female celebrity faces at the subordinate (versus basic) level; indicating that processing women's names (vs. gender) was more effortful.